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CONTACT:

Ron Margulis

VICS

Phone: 908-272-3930

ron@rampr.com

**NOMINATIONS OPEN FOR 2008 VICS COLLABORATIVE
COMMERCE ACHIEVEMENT AWARDS**

11th Annual Awards to be presented at the VICS Conference in Dallas

Lawrenceville, NJ — The Voluntary Interindustry Commerce Solutions Association is pleased to announce that nominations for the 2008 VICS Collaborative Commerce Achievement Awards are now being accepted. The Awards were designed to identify and reward excellence in supply chain collaboration. Winners of the VICS Achievement Awards will be decided by votes of the VICS Board of Directors, which is composed of an elite Who's Who of industry luminaries. The VICS Board of Directors present the awards, which cover several categories, each year at the VICS Annual Awards Ceremony & Board Dinner, to be held on June 11, 2008 in Dallas at the Gaylord Texan Resort and Convention Center in conjunction with the U Connect Conference.

The 2008 VICS Collaborative Commerce Achievement Awards will honor outstanding companies for their strategic thinking and leadership, as well as the implementation of GS1 US and VICS collaborative guidelines and standards that have resulted in more effective supply chain partnerships. The awards recognize the positive results of company-wide dedication to customer satisfaction that have made continuous improvements to the supply chain.

2008 VICS Collaborative Commerce Achievement Awards categories are:

- **Most Innovative on Retail Side.** This award is presented to a retail company that has developed and/or implemented innovative internal systems and practices proven to improve supply chain efficiency.
- **Most Innovative on Supply Side.** This award is presented to a the manufacturer or wholesale distributor that supports the retail industry with products, equipment or supplies that have been used to develop and/or implement innovative systems and practices proven to improve supply chain efficiency.
- **Most Innovative VICS CPFR[®] Implementation.** This award is presented to two companies, a retailer and supplier that have worked collaboratively to create true end-to-end supply chain integration and cooperation utilizing VICS CPFR.
- **Supply Chain Excellence.** This award is presented to a company that has achieved

excellence integrating supply chain practices (Planning, Forecasting, Order Management, Transportation, Inventory Control, Distribution, Stocking, etc.) resulting in improved customer services, reduced cost and faster speed to market.

- **Most Innovative Third-Party Technology Provider.** This award is presented to a systems provider that has developed and/or implemented innovative systems and practices proven cost-effective and resulting in supply chain improvements.
- **Most Innovative Third-Party Service Provider.** This award is presented to a transportation, warehousing or distribution operations provider that has developed and/or implemented innovative systems and practices proven to be cost-effective and resulted in supply chain improvements.

“Last year’s entries were excellent, and we expect this year’s nominations will be even better,” said Joe Andraski, President and CEO of VICS.

The VICS Board of Directors will also be announcing the 2008 winner of the prestigious **Roger Milliken Career Achievement Award**, which is presented to an individual who has demonstrated leadership through selfless support and utilization of GS1 and VICS standards, as well as standards committee participation.. This individual will be recognized as a leader who has vision and who has demonstrated leadership in the retail industry. Randy Mott, Executive Vice President & CIO of Hewlett-Packard Company, received the award in 2007.

Nominations are open to Retailers, Manufacturers, Suppliers and Technology Providers. All nominations must include a business challenge, business answer, technological innovation, measurable percentage-based ROI, time frame, level of difficulty and benefits.

The deadline for submitting nominations is **February 29, 2009**. Entries must include ALL information requested. Other details and the entry form are available at http://www.vics.org/meetings_events/VICS2007Conf.

Awards finalists for each category will be notified prior to the VICS 2008 Conference and will be invited to the June 11th Awards Ceremony and Board Dinner. The winners of the 11th annual VICS Collaborative Commerce Achievement Awards will be announced at the achievement awards ceremony.

About VICS.

The Voluntary Interindustry Commerce Standards (VICS) Association has enabled companies in the retail and consumer-focused industries to eliminate billions of dollars of waste and delay. By creating voluntary guidelines, often referred to as “standards,” VICS has created new best practices that ultimately lead to lower costs and better availability of products for consumers. VICS’ volunteer members improve the flow of products and information throughout retailing and the consumer-focused industries that supply retail. The Association provides leadership and an environment in which executives can make a difference in their industry, their company performance—and their personal commitment to make the world work a little bit better. VICS’ members help define the next best practices in the industries and thus anticipate and optimize business processes and costs. Additional information can be found at www.vics.org.

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